



**CITY OF SCOTTSDALE
NEIGHBORHOOD ADVISORY COMMISSION
REGULAR MEETING**

MINUTES

WEDNESDAY, NOVEMBER 17, 2016

**COMMUNITY DESIGN STUDIO
7506 E. INDIAN SCHOOL ROAD
SCOTTSDALE, AZ 85251**

PRESENT: Jennifer Fabiano, Commissioner
Michael Gonzalez, Commissioner
Carol Miraldi, Commissioner
William Lichtsinn, Commissioner (telephonic)

ABSENT: Joe Meli, Chair
Todd Becker, Vice-Chair
Kevin Walling, Commissioner

STAFF: Erin Perrault, Long Range Planning Manager
Joy Racine, Citizen Advisor
Taylor Reynolds, Project Planner
Adam Yaron, Citizen Liaison

Call to Order/Roll Call

The meeting of the Neighborhood Advisory Commission to order at 5:25 p.m. A formal roll call was conducted, confirming members present as stated above.

Public Comment

No members of the public wished to speak.

1. Approve Draft Summary Meeting Minutes: October 26, 2016

**COMMISSIONER FABIANO MOVED TO APPROVE THE MINUTES OF THE
REGULAR MEETING OF OCTOBER 26, 2016 AS PRESENTED.
COMMISSIONER MIRALDI SECONDED THE MOTION, WHICH CARRIED BY**

A VOTE OF FOUR (4) TO ZERO (0). CHAIR MELI, VICE-CHAIR BECKER AND COMMISSIONER WALLING WERE ABSENT.

2. Open Call to the Public

There were no members of the public who wished to speak.

3. G.A.I.N. (Getting Arizona Involved in Neighborhoods) Night Results

Joy Racine, Citizen Advisor, oversees the Neighborhood Watch Program. There are approximately 150 Neighborhood Watch Groups with 225 to 230 captains. G.A.I.N. is an offshoot of the nationwide program, National Night Out. The National event occurs in August, which is not feasible in Arizona, due to the heat. Each city in the Valley chooses its own G.A.I.N. event date in October. For Scottsdale, this is typically the last Saturday of the month. The intent is for neighborhoods to host their own block parties. This places the focus on community relations.

If the event is registered through Ms. Racine, the coordinators can request visitors from various City departments to party hop, throughout the night. These include police, fire, ambulance, Council, Mayor, Neighborhood Services, Parks & Recreation and libraries. These City visitors will distribute resources, meet residents and provide information on City programs and services. This year there were 47 parties. Twenty-five occurred on G.A.I.N. night and the other 22 the week before or after, spanning from October 22nd to November 19th. More events took place in Central and Southern Scottsdale, likely due to the density of neighborhoods.

In response to a question from Commissioner Gonzalez, Ms. Racine stated that neighborhoods are welcome to have block parties throughout the year. Block party supplies are available and City departments will be present upon request. There is specific encouragement for events on G.A.I.N. night.

4. Planning & Development Services 101

Erin Perrault, Long Range Planning Manager, discussed the Planning & Development structure. Randy Grant is the Director and reports directly to the City Manager. Under Randy, there are four types of services that the Department provides: Planning Services, Environmental, Development and Neighborhood Services. The Department's mission addresses the physicality of the City. The neighborhood aspect relates to preservation and reinforcing neighborhoods. Phases include planning, development and maintenance. Long range planning involves developing a vision and updating it as needed. This includes extensive public outreach. The General Plan is State mandated. The City is still operating under the 2001 General Plan. An update was attempted and was approved by the City Council. However, there is a requirement for ratification by the voters. Ratification was unsuccessful in 2011.

A draft update is currently available online for comment. By citizen mandate, the General Plan must include character and design, community involvement and economic vitality. Scottsdale is predominately a rural and suburban neighborhoods community and an open space community in terms of the percentages of land dedicated to these types of land uses. For growth areas, there are specific sections of the community where growth and/or density are anticipated. This includes the Airpark area, Downtown area and the McDowell Corridor specific to commercial properties.

There are character area plans that set out specific goals for these areas:

- Southern Scottsdale includes the area of Indian Bend south. In terms of public outreach in developing the plan that Council eventually adopted, there was a focus on keeping neighborhoods vibrant and looking at the economic corridors in the area. There is also a focus in reinvestment, as southern Scottsdale is in the maintenance phase.
- There has been a Downtown plan since the mid-1980's. An update was completed in 2009. Downtown is the commercial and cultural center. Council has approved a couple of major CIP projects to enhance the walkability of Downtown.
- In the greater Airpark area, housing units continue to be constructed. It is a national and international commerce area with much of this resulting from aviation use. There is a diverse mix of businesses and special events.
- In northern Scottsdale, there are a couple of older, but still valid character area plans. These were developed before the 2001 General Plan with a focus on preserving the low density and rural character. There is a focus on sensitivity of built projects in terms of the desert environment.

For current planning services, the department is processing cases that require changes from a General Plan or zoning standpoint as well as design review for upcoming projects. Some implementation tools include the zoning ordinance, development review, City-wide sensitive design principles, citizen review process, and input from boards, commissions and task forces.

Once projects have been approved, the department is involved in processing construction documents and providing inspection services from a quality and safety standpoint for constructed projects. Also included is the community development component as well as the code enforcement element from the neighborhood side.

The City will be conducting a citizen survey in 2017. Participants will be randomly selected in a statistically valid process. A postcard will be sent out to notify recipients to be watchful for the forthcoming survey to be mailed. The survey can be completed via hard copy or online and will provide valuable input regarding City services.

Through July of 2016, there were 31,000 walk-in customers to the Department. To the extent possible, requests are processed on site over the counter, especially for residential, single family neighborhood requests.

In response to a question from Commissioner Gonzalez, Ms. Perrault stated that the Department is currently talking to the community about potentially splitting rural neighborhoods into two land use categories. This will preserve the larger lot areas predominately north of Deer Valley. A discussion with Council on this issue will take place on December 1st.

From a long range planning standpoint, the Department will provide a snapshot of the draft General Plan in December.

Commissioner Gonzalez referred to the McDowell Corridor area, noting that there is much activity on the west side, rather than Scottsdale Road east on McDowell. Ms. Perrault stated that the City borders with Papago Park toward the west. The City does not have a stake in terms of land in Papago Park, as Tempe and Phoenix do, but Scottsdale has participated in regional planning for the area, along with Salt River and other communities.

5. 2016 Spirit Awards Program

Commissioner Gonzalez clarified that the discussion will involve the upcoming 2017 Spirit Awards. The last meeting included in-depth discussion concerning the Spirit Awards. One topic of discussion included the possibility of having the Awards once or twice per year and that it was decided to stay with once a year for 2017.

The previous discussion also included the boundaries for the Awards. The discussion involved extending the boundary to Indian Bend. Since the Award's inception, the eligible area has remained the same and has yielded the same applicants. An extension would encourage participation and raise awareness of the program.

Adam Yaron, Citizen Liaison, stated that staff is seeking feedback from the Commission regarding categories and criteria to help more effectively advertise, market and solicit entries for the program. He reviewed the boundaries of the City's revitalization efforts, including the McDowell Road Corridor, which is generally defined as from Osborn to the City's southern limits. Nominees have been evaluated on plans, texture, color, physical context and marked improvements in overall appearance. Expanding the participation area will broaden the scope of the program to a larger section of the community. The Character Plan boundary that aligns with the Southern Scottsdale Character Area, basically defined as being south of Indian Bend and excludes the Downtown area. His understanding is that the Commission proposes to include the Downtown area in order to expand participation.

Staff is also seeking direction from the Commission on the proposed expansion of award categories. The existing categories are commercial, single family, townhome, multi-family, condo and apartment. During last month's meeting, there was a focus on adding categories. Commissioners were requested to bring their ideas forward for discussion. Commissioner Gonzalez stated that unfortunately, the Commissioners most interested in the idea of expanding categories were absent this evening.

There was discussion regarding the definition of a townhouse as being side by side structures. Commissioner Miraldi suggested focusing on the residential category just as single family homes and perhaps moving townhomes to another category.

Multifamily category was discussed as being apartments, condominiums and mobile home parks. It was discussed that HOAs could be a category unto themselves, as a collection of single family homes with a common area. Mr. Yaron stated that some multifamily developments do not have a fee simple ownership interest, however there is a common effort amongst residents of a particular area to showcase the specialness of the neighborhood. Commissioner Gonzalez suggested that the category could be termed "properties with common areas."

For the nonresidential category (commercial), Commissioner Lichtsinn suggested restaurants and retail as two separate categories. He added that to include too many categories might make the process confusing.

Mr. Yaron reviewed that two potential categories were provided to the Commissioners. These include "Building a sense of community." This category focuses on how an organization, school, club, group or person has created an environment to positively impact a neighborhood. The other potential category was a staff choice nomination focusing on properties or persons that have a positive presence in impacting Scottsdale neighborhoods. This category acknowledges that staff may be more familiar with grassroots efforts that did not receive a nomination, but are known by staff to positively impact neighborhoods.

Commissioner Lichtsinn suggested the possible addition of a non-profit or not-for-profit organization. Mr. Yaron commented that potential category could fall under the organization criteria for building sense of community.

Mr. Yaron reviewed the conversation progress to date. Perhaps staff can develop some of the thoughts and criteria for residential property; some title to describe the category of properties with common areas; nonresidential property being specified as restaurant or retail; building a sense of community; and staff choice nomination.

Some potential criteria for the staff choice category include:

- Number of years of involvement in neighborhood building or citywide neighborhood issues
- Examples of leadership in building neighborhood communication projects and improvements
- Examples of efforts in engaging fellow neighbors in communication projects and improvements
- Unique contributions to the neighborhood

For the other three categories, including residential, common area and non-residential restaurant/retail, possible criteria include:

- Neighborhood input shared regarding the stated improvement
- Neighborhood impacts
- Whether other neighbors were inspired to make improvements
- Whether the improvement created a more pleasant environment or encouraged more outside activity and eyes on the street
- The type of neighborhood participation that exists as a result of the nomination

Commissioner Fabiano suggested sending this list to the Commissioners absent today to allow them time and opportunity to comment. Commissioner Miraldi suggested that for commercial properties, perhaps rather than dividing it into retail and restaurant, the categories could be new/existing. Mr. Yaron commented that there could potentially be an award for each of these categories. Another consideration may be place of origin.

COMMISSIONER GONZALEZ MOVED TO CONTINUE THE DISCUSSION ON THE 2017 SPIRIT AWARDS PROGRAM AT THE DECEMBER, 2016 COMMISSION MEETING. COMMISSIONER FABIANO SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). CHAIR MELI, VICE-CHAIR BECKER AND COMMISSIONER WALLING WERE ABSENT.

6. December Meeting Date

The Commission agreed to December 13th for its next meeting.

7. Commission Updates, Comments, Future Agenda Items

Mr. Yaron stated that staff would be providing a General Plan update, including community dialogue on the proposed General Plan 2035.

ADJOURNMENT

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 6:14 p.m.